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**Shuster**

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(54) **METHOD, APPARATUS AND SYSTEM FOR DIRECTING ACCESS TO CONTENT ON A COMPUTER NETWORK**

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(\*) Notice: This patent issued on a continued prosecution application filed under 37 CFR 1.53(d), and is subject to the twenty year patent term provisions of 35 U.S.C. 154(a)(2).

Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(58) Field of Search ..... 705/14, 26, 238; 709/245, 202, 213, 219, 291; 707/10; 345/326, 339, 357

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(57) **ABSTRACT**

Embodiments of the instant invention are directed to a method, apparatus and system for directing an on-line user to predetermined information. Preferred embodiments of the instant invention interface with the user's browser to utilize the functions of the browser for directing user "traffic" on a network. In preferred embodiments, when a user accesses a web site page, a traffic control program is executed for the page, wherein the traffic control program controls the transmission (downloading) of data to the user computer and further creates a modified set of rules for at least one of the browser functions. Upon query (or other interaction) by the browser prior to closing page, the traffic control program interacts with the browser software to modify or control one or more of the browser functions, such that the user computer is further directed to a predesignated site or page (and displays a predesignated frame) upon execution of a browser function, instead of accessing the site or page typically associated with the selected browser function.

**42 Claims, 4 Drawing Sheets**

